This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (currently amended) A method for ~~automatically performing digital signal processing (DSP) processing on~~ creating a rule for classifying media entities comprising the steps of:

identifying media entity data ~~including identifying a plurality of raw~~ corresponding to the media entities in a database for DSP processing;

processing said identified media entity data ~~in a computing environment having at least one computer server~~ to create DSP processed media entity data, the processing comprising determining activity within a frequency range for each of the media entities;

programmatically classifying ~~said DSP processed data based, at least in part, on the activity within the frequency range~~ each of the media entities based on the activity within the frequency range for each of the media entities;

receiving a human classification of each of the media entities, the human classification being performed by a human;

identifying a pre-determined threshold number of matching media entities that have both identical human classifications and identical programmatic classifications; and

responsively generating the rule that the programmatic classification for the matching media entities is equivalent to the human classification for the matching media entities

~~aggregating said DSP processed data for storage in a persistent data store~~.

2. (currently amended) ~~An automated DSP processing process in accordance with the~~ The method of claim 1 wherein said identifying media entity data ~~step~~ comprises the steps of:

communicating with at least one data store having DSP unprocessed media entity data;

generating data identifying information about said unprocessed media entity data; and

communicating said generated data identifying information for use in DSP processing.

3. (currently amended) ~~An automated DSP processing process in accordance with the~~ The method of claim 1 wherein said processing step comprises the steps of:

receiving DSP unprocessed media entity data;

segmenting said DSP unprocessed media entity data for processing; and

spawning at least one DSP process performing DSP functions and operations on said DSP unprocessed media entity data to produce DSP processed data.

4. (currently amended) ~~An automated DSP processing process in accordance with the~~ The method of claim 3 further comprising the step of copying data from a media entity data store having DSP unprocessed media entity data to at least one portion of a computing environment performing DSP processing.

5. (currently amended) ~~An automated DSP processing process in accordance with the~~ The method of claim 4 further comprising the step of converting said unprocessed media entity data into a format consistent with DSP processing.

6. (currently amended) ~~An automated DSP processing process in accordance with the~~ The method of claim 5 further comprising the step of deleting the originally copied data once said converting is completed.

7. (currently amended) ~~An automated DSP processing process in accordance with the~~ The method of claim 3 further comprising the step of collecting said DSP processing data for storage in a persistent DSP processed media entity data store.

8. (currently amended) ~~An automated DSP processing process in accordance with~~ The method of claim 1, further comprising ~~wherein said aggregating step comprises~~ the steps of:

collecting data for all DSP processed media entities;

sorting said collected data to create an aggregated DSP processed data set representative of the currently amended data, said sorting employing at least one weighting and/or averaging algorithm to realize sorting;

storing said created aggregated DSP processed media entity data set in a persistent data store.

9-10. (canceled)

11. (original) A computing device comprising means for carrying out each of the steps of the method of claim 1.

12. (currently amended) A system ~~providing automated DSP processing of~~ for creating a rule for classifying media entities ~~in a computing environment~~ comprising:

a media entity identification system that operates on at least one cooperating data store having DSP unprocessed media entities to identify DSP unprocessed media entities;

a DSP processing system receiving said DSP unprocessed media entities and performing DSP processing on said DSP unprocessed media entities to generate ~~generated~~ DSP processed media entities, the DSP processing comprising determining activity within a frequency range, the DSP processing system further programmatically classifying said DSP processed media entities based, at least in part, on the activity within the frequency range; and

a machine learning system that receives a human classification of each of the media entities, identifies a pre-determined threshold number of matching media entities that have both identical human classifications and identical programmatic classifications, and responsively generates the rule that the programmatic classification for the matching media entities is equivalent to the human classification for the matching media entities

~~an aggregation system for aggregating DSP processed media entities into data sets representative of currently amended DSP unprocessed media entity data sets for storage in a persistent data store having aggregated DSP processed media entities~~.

13. (currently amended) The system recited in claim 12, wherein said ~~computing environment~~ DSP processing system comprises a ~~distributed computing environment having~~ at least two computer servers capable of executing distributed automated DSP processing processes.

14. (original) The system recited in claim 12, wherein said identification system generates identification information about DSP unprocessed media entities for communication to said DSP processing system.

15. (original) The system recited in claim 14, wherein said DSP processing system employs said generated identification information to retrieve DSP unprocessed media entity data from said cooperating data store having said DSP unprocessed media entity data.

16. (original) The system recited in claim 13, wherein said DSP processing system spawns at least one DSP process on one of said at least two computer servers to process said DSP unprocessed media entity data, said DSP process converting said DSP unprocessed media entity data to a data format consistent with DSP processing.

17. (original) The system as recited in claim 12, further comprising a communication means for communicating said DSP unprocessed media entity data from said DSP unprocessed media entity data store.

18. (currently amended) The system as recited in claim 12, ~~wherein said~~ further comprising an aggregation system that comprises at least one weighting and/or averaging algorithm for use when aggregating said DSP processed media entities.

19-20. (canceled)

21. (new) A computer readable storage medium having stored thereon computer executable instructions for performing the steps of:

identifying media entity data corresponding to media entities in a database for DSP processing;

processing said identified media entity data to create DSP processed media entity data, the processing comprising determining activity within a frequency range for each of the media entities;

programmatically classifying each of the media entities based on the activity within the frequency range for each of the media entities;

receiving a human classification of each of the media entities, the human classification being performed by a human;

identifying a pre-determined threshold number of matching media entities that have both identical human classifications and identical programmatic classifications; and

responsively generating the rule that the programmatic classification for the matching media entities is equivalent to the human classification for the matching media entities.

22. (new) The computer readable storage medium of claim 21 wherein said processing step comprises the steps of:

receiving DSP unprocessed media entity data;

segmenting said DSP unprocessed media entity data for processing; and

spawning at least one DSP process performing DSP functions and operations on said DSP unprocessed media entity data to produce DSP processed data.

23. (new) The computer readable storage medium of claim 22 having stored thereon further computer executable instructions for copying data from a media entity data store having DSP unprocessed media entity data to at least one portion of a computing environment performing DSP processing.

24. (new) The computer readable storage medium of claim 23 having stored thereon further computer executable instructions for converting said unprocessed media entity data into a format consistent with DSP processing.